

## Evaluate Our Website and Chart a New Course Forward



Project Title	Evaluate Our Website and Chart a New Course Forward
Project Summary	We need a critical analysis of the park's existing website and a plan for improving site content. As a unit of the National Park Service our website needs to be engaging, inspirational and informational to help diverse visitors learn about the park's stories and resources.
Country	United States
Agency	National Park Service
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

## Project Description

We are looking for a critical analysis of our current website ([www.nps.gov/cari](http://www.nps.gov/cari)) and a plan to improve the site's content. We are seeking assistance in 1) Inventorying our current content, 2) Evaluating existing content for effectiveness and completeness, 3) Defining goals for the website, 4) Identifying the target audience, 5) Analyzing content gaps, 6) Examining accessibility of content, 7) Prioritizing new website content.

## Desired Skills Interests

## Additional Information

The appearance, style and formatting of the website is standardized at the agency level. Content change must be done by a park employee on a government computer, so this project does not include any actual website work or coding. This project is focused on the critical analysis of the current website content and the development of a plan for improving that content. Interns do not need to be technical experts, but rather they should be creative, imaginative, thoughtful and understand audience centered design.

Cane River Creole NHP is located in Northwest Louisiana, near the city of Natchitoches. The park consists of two plantation sites, Oakland and Magnolia, which preserve historic structures and landscapes. It is the only National Park dedicated to the unique Creole Culture.

## **Language Requirements**

*None*